

## Additional file 7. Characteristics of the sample across conditions

Table A7. Characteristics of the sample across conditions

	Total sample N = 550	Condition 1) Control N = 69	Condition 2) Nutri-Score N = 69	Condition 3) Norm message N = 69	Condition 4) Swap offer N = 67	Condition 5) Nutri-Score + message N = 69	Condition 6) Nutri-Score + swap N = 69	Condition 7) message + swap N = 69	Condition 8) All three N = 69	p-value
Household composition										
Single parent with child(ren)	44	11	8	4	2	6	3	3	7	0.331 <sup>1,3</sup>
Single without child(ren)	120	15	17	16	18	17	14	10	13	
Married with child(ren)	188	16	25	25	23	22	29	29	19	
Married without child(ren)	171	24	17	20	20	21	21	23	25	
Living with roommates/friends	24	2	2	4	4	3	2	3	4	
Other...	3	1	0	0	0	0	0	1	1	
Grocery shopping frequency										
Physical store before COVID-19										
Two or three times a month or less	45	3	10	8	7	6	3	5	3	0.187 <sup>1</sup>
Once a week	127	11	17	9	18	11	26	16	19	
Two or three times a week	241	34	25	34	30	32	28	32	26	
Four or five times a week	78	9	10	13	9	9	5	10	13	
Daily	59	12	7	5	5	9	7	6	8	
Online store before COVID-19										
Two or three times a month or less	440	59	56	52	54	53	56	51	59	0.720 <sup>1</sup>
Once a week	61	7	5	9	6	9	9	10	6	
Two or three times a week or more	49	3	8	8	9	5	4	8	4	
Physical store during COVID-19										
Two or three times a month or less	96	11	13	13	14	7	7	19	12	0.672 <sup>1</sup>
Once a week	205	24	26	22	24	26	35	21	27	
Two or three times a week	185	25	21	28	22	25	21	22	21	
Four or five times a week or more	64	9	9	6	9	9	6	7	9	

Table A7 (continued).

	<b>Total sample</b> N = 550	<b>Condition 1)</b> Control N = 69	<b>Condition 2)</b> Nutri-Score N = 69	<b>Condition 3)</b> Norm message N = 69	<b>Condition 4)</b> Swap offer N = 67	<b>Condition 5)</b> Nutri-Score + message N = 69	<b>Condition 6)</b> Nutri-Score + swap N = 69	<b>Condition 7)</b> message + swap N = 69	<b>Condition 8)</b> All three N = 69	<b>p-value</b>
Previous label use (M, SD)	4.30 (1.61)	4.12 (1.68)	4.17 (1.86)	4.32 (1.49)	4.54 (1.52)	4.21 (1.49)	4.72 (1.33)	4.26 (1.81)	4.04 (1.59)	0.209 <sup>2</sup>
Familiarity Nutri-Score (M, SD)	3.66 (1.82)	3.49 (1.72)	4.25 (1.78)	3.41 (1.75)	3.18 (1.76)	4.03 (1.83)	3.88 (1.75)	3.41 (2.02)	3.61 (1.74)	0.007 <sup>2</sup>
Health interest (M, SD)	5.28 (1.21)	5.19 (1.24)	5.19 (1.33)	5.25 (1.11)	5.31 (1.09)	5.21 (1.17)	5.39 (1.22)	5.31 (1.16)	5.35 (1.35)	0.973 <sup>2</sup>
Credibility swap (M, SD)	4.53 (1.11)	- <sup>4</sup>	- <sup>4</sup>	- <sup>4</sup>	4.38 (1.04)	- <sup>4</sup>	4.62 (0.89)	4.48 (1.23)	4.64 (1.23)	0.500 <sup>2</sup>
Acceptability swap (M, SD)	4.55 (1.61)	- <sup>4</sup>	- <sup>4</sup>	- <sup>4</sup>	4.50 (1.54)	- <sup>4</sup>	4.51 (1.56)	4.63 (1.86)	4.55 (1.46)	0.968 <sup>2</sup>

<sup>1</sup>  $\chi^2$  test

<sup>2</sup> One way ANOVA, F-test

<sup>3</sup>  $\chi^2$  test performed without category “other” and “living with roommates/friends”

<sup>4</sup> Questions about credibility and acceptability of the swap were not asked in these conditions